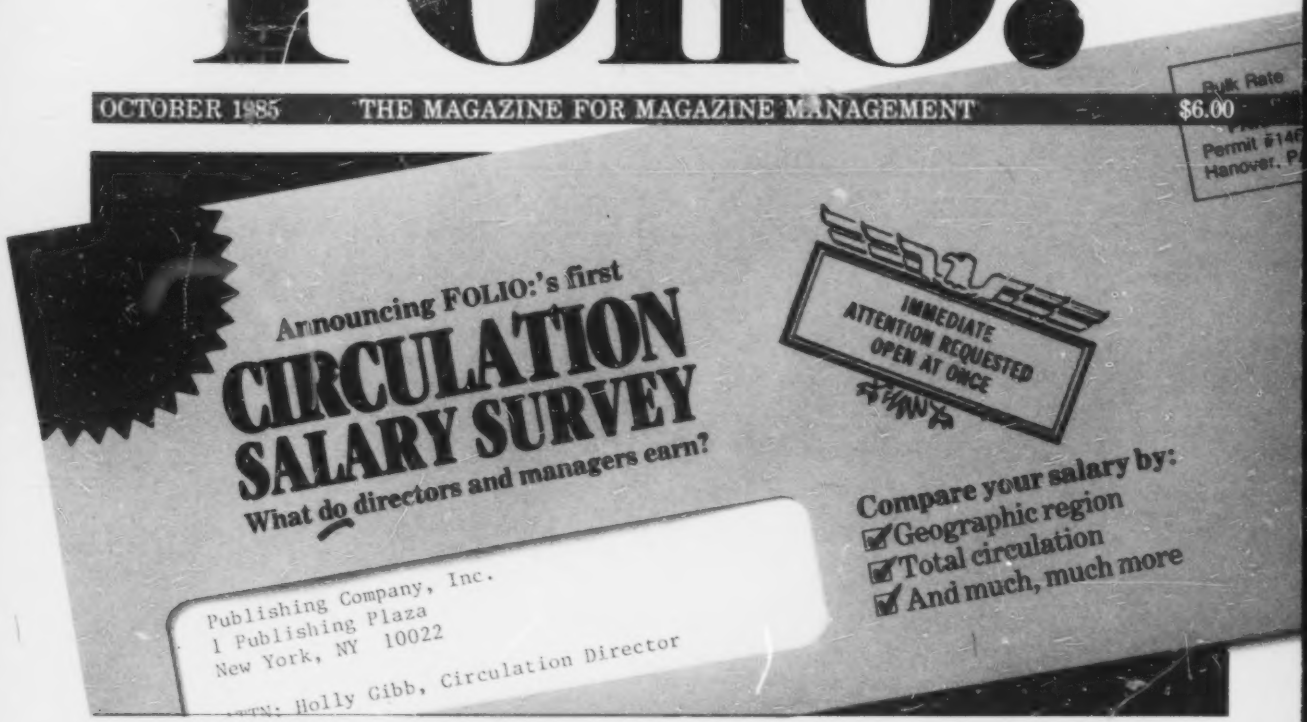
SPECIAL FOCUS: Circulation management and marketing

Folio:

OCTOBER 1985 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

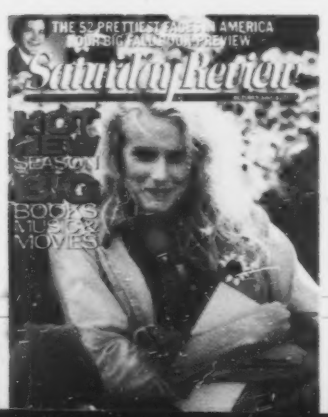
Bulk Rate
Permit #14
Hanover, P



Circulation directors earn average salary of $38,226: 68 percent higher than a manager's average salary of $22,763, FOLIO:'s first circulation salary survey reveals. **100**

Saturday Review: A quicker read

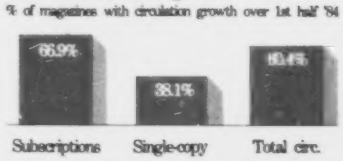
In communication, time saving is a necessity. The new *Saturday Review* redesign is an elegant exploration of how to meet that need. **157**



Subscription sales still far outpacing single-copy growth

Overall circulation increase continues, but number of magazines with subscription growth is almost double the number with newsstand gains. **25**

1st half ABC figures:
% of magazines with circulation growth over 1st half '84



Typesetting: The systems quandary

There are 10 paths a publisher can take to automate in-house typesetting. Making the right choice requires careful evaluation. Consultant Frank Romano analyzes the alternatives. **124**

Agencies unimpressed by *Newsweek*'s audience guarantee

Until demographic segments can be guaranteed, audience/ad rate link up won't change media buyers' modus operandi. **28**

October 1985

Cashing in on renting out your list 106

The costs are minimal, the returns substantial—and you, the list owner, call the shots. Learn how to exploit this third revenue stream.

Should your publishing company go public? 25

It's a valid way to raise cash, but publishers who've done it caution that potential complications shouldn't be underestimated.

Select Magazines CEO now company co-owner 33

National distributor seems to have weathered down spell; publishers who owned Select express confidence in turning over reins to John O'Reilly.

Best publication design: '85 winners 116

Award winners for best design and illustration for story presentation, plus best photography, and more, as judged by the Society of Publication Designers. Part 2.

The Folio:Show, Face to Face Exhibit Hall Directory 129

Get the most out of the Publishing Conference & Exposition next month by planning ahead. This directory provides key information on suppliers and how to find them.

UPDATE

ABC's legal costs spur proposed bylaw changes. 27

***Crain's N.Y.* swallows** Big Apple competitor. 34

Writers want partial advance payment. 36

3rd class sortation rule changes sought by USPS. 42

Making use of overruns, newsstand returns. 43

Single-issue publications: Dos and don'ts. 48

Latest foreign single-copy sales box score. 64

COLUMNISTS

Interviewing your next production manager, by Jeff Parnau. 161

The selling personality: Analytical and inquisitive, by William Abbott. 165

Free magazines aren't so free, by Dick Hendrikse. 169

Direct mail challenge: Making motorcyclists want to read, by Eliot Schein. 177

Circulation break-even analysis, by John Klingel. 179

Why single copies aren't selling, by Ron Scott. 187

DEPARTMENTS

Briefings 9
Hanson on Magazines 15
Letters 16
Update 25
Magazine People 69
Magazine Watch 77
Calendar 97
Classified 196
Point of View 210

UPDATE

60.4% of ABC magazines' circulation up 1st half

Subscriptions still making up for single-copy sales losses in many cases

Schaumburg, Ill.—Just over 60 percent of the 444 U.S. consumer magazines reporting to the Audit Bureau of Circulations (ABC) for the first half of 1985 reported overall circulation gains as compared with the same period in 1984, a FOLIO: analysis of ABC's Fas-Fax report shows.

Subscription gains were posted by 66.9 percent, but over half (52.9 percent) had single-copy sales declines. Total circulations for five of the 444 publications remained the same. An additional five magazines reported 1985 figures, but there were no comparable figures for the previous year; these magazines were not included in the analysis.

Among categories showing significant dips in single-copy sales were the newsweeklies, women's magazines and computer magazines.

The leader among the top 10 gainers in overall circulation, in terms of percentage increases, was *The Artist's Magazine*. With a total paid circulation of 155,175 for the first half of 1985, it experienced a 164.8 percent increase over 1984. Among the other top circulation gainers were *Run* (+96.7 percent), *Gourmet* (+77.8 percent), *Sun*

CONTINUED ON PAGE 49

Largest % gains, overall circulation*

First half 1985

	Total paid circulation	% gain†
1. *The Artist's Magazine*	155,175	164.8
2. *Run*	185,109	96.7
3. *Gourmet*	1,163,442	77.8
4. *Sun*	251,743	62.9
5. *Milwaukee Magazine*	40,840	60.3
5. *Pro Bass*	174,001	60.3
6. *Oklahoma Game & Fish*	7,211	59.1
7. *M, The Civilized Man*	133,684	57.4
8. *Cat Fancy*	140,972	46.3
9. *inCider: The Apple II Journal*	105,063	43.2
10. Snow Week	26,483	37.1

*Based on figures as reported in ABC Fas-Fax report for the six-month period ending June 30,1985

†As compared with the same six-month period in 1984

***A pretty circulation picture** emerged for* The Artist's Magazine, *which led all ABC magazines in total gain for the 1st half.* Run, *published by CW Communications, is a home user's guide to Commodore computers.* Snow Week *is a snowmobile weekly.*

Publishers go public: Weighing the pros, cons

Media mania helps small firms sell stock; easy money it's not

New York City—How can a small magazine—say one with a million dollars in revenues—raise a few extra bucks in order to expand? One drastic way is to go public.

This year, emboldened in part by Wall Street's recent infatuation with media companies, several small publishing firms have decided to tap the public stock market for capital. The amount they have raised or hope to raise ranges from $500,000 to more than $9 million. But while there are some attractive reasons for going public, those that have done it also caution that there are some formidable drawbacks.

On the positive side, going public

CONTINUED FROM PAGE 25

Several teen magazines had large circulation drops

(+62.9 percent), *Milwaukee Magazine* and *Pro Bass* (each, +60.3 percent), *Oklahoma Game & Fish* (+59.1 percent), *M, The Civilized Man* (+57.4 percent), *Cat Fancy* (+46.3 percent), *inCider* (+43.2 percent) and *Snow Week* (+37.1 percent).

Among the magazines which showed the largest decreases in overall circulation in terms of percentages were *16 Magazine* (-34.7), *World Press Review* (-29.8), *Super Teen* (-29.6), *Teen Machine* (-27.0), *Daytime TV Presents* (-24.7), *Cheri* (-22.1), *Genesis* (-22.0), *Newsweek International* (Asia edition) (-20.6), *Simplicity Sewing for Today* (-16.9) and *Lady's Circle* (-16.8).

Women's magazines mixed

Among women's magazines, the "seven sisters" showed mixed results; four had modest decreases and three had gains. All except *Better Homes & Gardens* and *Redbook* suffered drops in single-copy sales. The largest circulation increase was registered by *Redbook* (+6.7 percent). *Better Homes & Gardens* posted a slight rise (+0.3 percent) while *McCall's* had an even smaller increase (+0.1). *Family Circle* experienced the largest decline (-4.3 percent), followed by *Woman's Day* (-3.9 percent), *Good Housekeeping* (-1.8 percent) and *Lady's Home Journal* (-1.6 percent).

Among other women's magazines, circulation gains were modest: *Working Woman* (+8.9 percent), *New Woman* (+8.3 percent), *Working Mother* (+5.4 percent), *Self* (+4.1 percent), *Savvy* (+2.9 percent), *Mademoiselle* (+2.7 percent) and *Glamour* (+0.4 percent). *Lady's Circle was down* (-16.8 percent).

Among science magazines, *Science Digest* was up (+2.6 percent), as were

Top 10 magazines, overall circulation*

First half 1985	Total circulation	% increase/ decrease*
1. *Reader's Digest*	17,884,818	-0.7
2. *TV Guide* (USA)	17,165,061	-1.0
3. *Modern Maturity*	11,818,316	+19.5
4. *NRTA/AARP News Bulletins*	11,246,295	+16.6
5. *National Geographic*	10,449,396	+2.4
6. *Better Homes & Gardens*	8,024,394	+0.3
7. *Family Circle*	6,702,134	-4.3
8. *Woman's Day*	6,590,273	-3.9
9. *McCall's*	6,232,481	+0.1
10. *Good Housekeeping*	5,203,022	-1.8

*Based on figures as reported in ABC Fas-Fax report for the six-month period ending June 30,1985
*As compared with the same six-month period in 1984

Top 10 hang in there: *Comparing total circulations for this year's first half and last year's, the top 10 magazines remain the same. In terms of rank within the 10, however,* Modern Maturity *and the NRTA/AARP bulletins bumped down* National Geographic.

Let DSI Computerize Your Typesetting

At No Charge! FREE!

Send your typesetting to DSI and we'll install a PC in your office, train your operators, and provide you with high quality, low cost type.

If you've been thinking about inputting your editorial copy on a personal computer, now you can enjoy all the benefits of PC-based typesetting—*with no investment!*

- Lower typesetting bills
- Faster turnarounds
- Increased accuracy
- Storage and retrieval
- More control

For information, call Dan Hartman at (212) 489-0940.

DSI

DATAGRAPHIC SERVICES INC.

71 South Central Avenue • Valley Stream, NY 11580 • (212) 489-0940 (516) 825-1616

National Geographic (+2.4 percent), *Science* (+1.9 percent) and *Omni* (+4.0 percent).

Many teen magazines showed declines. Circulation for *16 Magazine* fell 34.7 percent. *Super Teen* was down (-29.6 percent), as was *Teen Machine* (-27.0 percent), *Teen Beat* (-8.5 percent) and *Young Miss* (-3.9 percent). *Seventeen* (+2.5 percent) and *'Teen* (+1.0 percent), however, fared better.

Computer magazines' figures were uneven. *Run* posted a dramatic circulation increase (+96.7 percent). Others on the plus side included *Family Computing* (+26.7 percent), *Compute!'s Gazette* (+18.3 percent) and *Personal Computing* (+3.0 percent). Among those experiencing declines were *Popular Computing* (-13.1 percent), *80 Micro* (-9.9 percent) *Compute!* (-7.3 percent) and *Byte* (-4.3 percent).

Healthy gains

Health and fitness magazines also had mixed results. *American Health* was up 27.8 percent. *Health*, up 5.9 percent overall, logged a particularly large percentage increase in single-copy sales (+589.4 percent). Other gainers included *Muscle & Fitness* (+5.1 percent) and *The Runner* (+2.8 percent). Among the few magazines in the category incurring losses were *Runner's World*, which fell 15.6 percent, and *Prevention*, which was down 3.8 percent.

Most national business magazines also performed well. Increases were registered by *Sylvia Porter's Personal Finance Magazine* (+34.5 percent), *Inc.* (+21.9 percent), *Financial World* (+21.5 percent), *Money* (+10.1 percent), *Fortune* (+4.3 percent), *The Economist* (+3.4 percent), *Business Week* (North America) (+2.6 percent) and *Nation's Business* (+0.9 percent). *Barron's National Business & Financial Weekly* lost 11 percent; *Forbes* showed little change (-0.1 percent).

Among newsweeklies, *Time*'s circulation was up (+1.3 percent) as was *Newsweek*'s (+0.7 percent), while *U.S. News & World Report* was down (-2.1 percent).

The culinary magazines did well as a group. *Gourmet* had a substantial gain (+77.8 percent, largely from a 92.8 percent rise in subscriptions), while *Food & Wine* showed a more modest increase (+11.1 percent). *Bon Appetit* rose slightly (+0.5 percent).□

Association magazines: Dealing with execs

Demands can be handled tactfully, say editors

Washington, D.C.—Working with association executives, many of whom have little or no publishing experience, can present thorny problems for editors and others responsible for producing association magazines. But there are ways to handle such problems tactfully, according to members of the Society of National Association Publications (SNAP).

"We've all been faced with things that we have to put in our publications that are in there for political purposes, ego purposes, whatever," said Robert E. Simanski, director of communications for *Services Magazine*, leading a SNAP editorial workshop.

One way of handling these situations is to point out the costs of making a particular addition or change in the magazine, said Simanski, who is

THE VERDICT IS IN!!

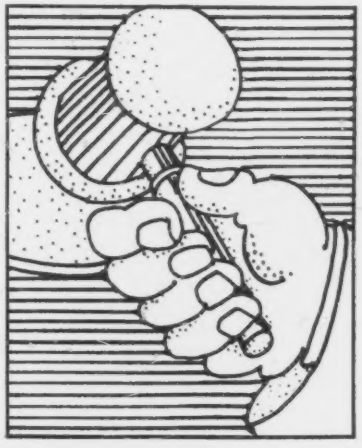
We're guilty as charged! Webcraft was an accomplice in many of last year's highly successful Christmas gift subscription promotions. This season, there are even more formats available for you!

BUSINESS REPLY CARDS
If your plans call for a BRC (business reply card) or double BRC--we have a new press to accomodate your needs.

GIFT SUBSCRIPTION ENVELOPES
Subscription envelopes to generate cash with the order are more economical than ever!

HOLIDAY GREETING CARD INSERTS
This subscription format is second to none! The features which contribute to *great response*, a *pay-up of over 90%* and a *whopping conversion rate on renewals* include a reply envelope for cash with order, as well as a built-in greeting card for the personal touch from donor to donee.

CUSTOMIZED DESIGNS/DIRECT MAIL
How about a pop-up or pine scent for Christmas to create more involvement? Or a customized package with personalization and interchangeable components? Of course, self-mailers, package-stuffers and closed-end formats can also help make your direct mail promotion the most successful ever.



THE CHOICE IS YOURS!
Your options on size, design and colors are endless, at surprisingly *low* prices. You are assured your deadlines and delivery specifications will be met. That's because we understand your business, value your business and as always, WANT YOUR BUSINESS!

For additional information and samples, write or call Stu Diamond at 201-297-5100. Or, stop by and see us at the Folio Show, November 19-21, at booth #230-231.

webcraft *technologies, inc.*

Dept. F-10, Rt. 1 & Adams Station, North Brunswick, New Jersey 08902

also chairman of SNAP's editorial committee. "A lot of times, association execs will set policies or carry forward policies that really have no validity, without knowing what it's really costing them in dollars," he commented.

Faced with a demand to include a picture of limited interest to most readers, for instance, the editor should figure out the production and printing costs involved and explain them to the executive, Simanski explained. Once expenses are clear, the editor should discuss with the executive other, potentially more beneficial, ways to spend that money.

Another editor suggested that, if an executive is trying to fill the publication with his opinions, the editor should make available an appropriate forum, such as a column or editorial.□

79% of monthlies delivered late

Publication delivery box score:
Monthly second class publications
April–June 1985

City	Better than USPS	Service standard	1–3 days late	4–6 days late	7–10 days late	Later
Composite average*	7	14	47	22	8	2
Boston (Area 021)	9	18	44	19	7	3
Boston (Area 022)	23	33	33	11	0	0
New York (Area 100)	6	8	51	16	12	7
Buffalo	8	15	52	21	2	2
Pittsburgh	0	4	58	32	6	0
Philadelphia	5	4	35	29	23	4
Washington, D.C.	11	6	38	24	21	0
Atlanta	5	26	49	12	5	3
Miami	16	30	40	11	3	0
Memphis	4	3	39	32	17	5
Cincinnati	7	16	50	19	6	2
Detroit	2	4	27	50	15	2
Milwaukee	5	15	50	25	0	5
Minneapolis	2	2	63	29	4	0
Chicago	2	3	57	29	6	3
New Orleans	2	9	44	33	12	0
Dallas	13	22	39	17	7	2
Houston	8	6	55	22	3	6
Denver	8	20	48	20	2	2
Salt Lake City	0	12	67	21	0	0
Los Angeles	4	10	48	24	8	6
San Francisco	29	21	36	11	2	1
Seattle	13	18	53	12	3	1

*Including other U.S. cities and SCFs not listed Source: Red Tag News Publications Association, Inc.

The percentage of monthly second class publications delivered late decreased to 79 percent in the second quarter of 1985, from 88 percent the previous quarter, according to the Red Tag News Publications Association, Inc.

The apparent improvement in United States Postal Service delivery comes after three consecutive quarters in which the percentage for late deliveries increased. Red Tag officials note, however, that comparisons of those quarters are not valid because, during that time, publications were being shifted from the ordinary second class system to the faster surface preferential mail network, and as a result USPS service standards against which deliveries were measured were also changing. The transition period ended on January 1, 1985.

Publishers aid search for missing children

Two business magazine publishing companies have joined the effort to locate missing children. CES Publishing, New York City, is printing photos and vital information on missing children in issues of its *Consumer Electronics, Autosound & Communications, Audio Times* and in its other magazines. In addition, the publisher will include tips to parents on how to prevent abductions.

Industry Shopper Publishing, Inc., Thousand Oaks, California, is publishing four pictures of missing children in each issue of its *Motorcycle Industry*.

CES is working in conjunction with the National Center for Missing Children in Washington, D.C. Industry Shopper is assisting Child Find, Inc., a nonprofit organization based in New Paltz, New York.□

Editors: Deadlines are good for you

Unnecessary anxiety and poor work result from waiting till last minute

Cleveland—"Why should editors get their work out on time?" questioned George Glenn, editorial director of HBJ Publications at a recent meeting of editors. "Not to please me, but to enjoy the job more and improve the quality of their work."

"Meeting deadlines allows time for creativity," Glenn told members of the American Society of Business Press Editors. "If your back is up against the wall, you can't do a good job."

Some people say the best articles are those that come in at the last minute or late, he acknowledged, but studies have shown that really isn't true. "Article investigation, writing and polishing take time—and there's no time if the deadline is upon you, pressuring you to get the work in," he explained.

"There are some articles for which spontaneity is needed," he admitted, "and you have to cope with that. But those exceptions may apply to 5 percent of articles and only in a hot industry. Most of us work on pieces that are done over time."

Glenn then discussed some articles that he considered of excellent quality, pointing out that the author was "always on schedule or ahead of schedule and therefore had time to do proper research."

To help raise consciousness about deadlines, "editors should put the schedules out in the open for everyone to see," Glenn said. "Schedules should not be stuck in someone's desk." He expressed approval of one HBJ editor's approach, which is to cover the wall across from her desk with the editorial schedules for each issue.□

***Displaying the editorial schedule** for all to see fosters a healthy deadline orientation, says HBJ editorial director George Glenn.*

Magazines overstating circulation by 2% or more

Magazine	Audit period	Total paid publisher's statements	Total paid audit report	Difference	% difference	Rate base	Difference	% difference
Air-Line Pilot	12/31/84	31,441	28,490	- 2,951	- 9.39	44,000	-15,510	-35.25
American Motorcyclist	12/31/84	119,488	117,035	- 2,453	- 2.05	NC†	—	—
Baseball Digest	12/31/83	242,410	237,424	- 4,986	- 2.06	NC†	—	—
Cat Fancy	12/31/83	84,593	82,442	- 2,151	- 2.54	NC†	—	—
Colorado Homes and Lifestyles	12/31/84	22,083	19,251	- 2,832	-12.82	NC†	—	—
Crafts	12/31/83	378,982	360,354	-18,628	- 4.92	NC†	—	—
Denver Magazine	12/31/84	15,961	16,375	+ 414	+ 2.59	NC†	—	—
Eighty Micro	6/30/84	121,408	106,823	-14,585	-12.01	NC†	—	—
Electronic Games	6/30/84	199,090	194,513	- 4,577	- 2.30	Variable**	—	—
Essence	12/31/84	700,237	684,116	-16,121	- 2.30	700,000	-15,884	- 2.27
Football Digest	12/31/83	228,343	223,695	- 4,648	- 2.04	NC†	—	—
*Gourmet**	12/31/83	626,527	611,283	-15,244	- 2.43	650,000	-38,717	- 5.96
Great Lakes Fisherman	6/30/84	34,784	33,402	- 1,382	- 3.97	NC†	—	—
inCider	6/30/84	82,835	72,820	-10,015	-12.09	NC†	—	—
Los Angeles Magazine	6/30/83	161,016	154,347	- 6,669	- 4.14	162,000	- 7,653	- 4.72
Louisiana Life	12/31/83	48,100	47,103	- 997	- 2.07	NC†	—	—
National News	12/31/84	789,009	762,754	-26,255	- 3.33	825,922	-63,168	- 7.65
Ohio Fisherman	6/30/84	37,324	36,437	- 887	- 2.38	NC†	—	—
Outside	12/31/83	214,191	207,677	- 6,514	- 3.04	Variable**	—	—
Rolling Stone	12/31/83	776,820	755,502	-21,318	- 2.74	775,000	-19,498	- 2.52
Solar Age	12/31/83	58,009	56,532	- 1,477	- 2.55	NC†	—	—
Wisconsin Sportsman	6/30/84	72,908	70,468	- 2,440	- 3.35	76,000	- 5,532	- 7.28

* *Gourmet* was purchased by the Conde Nast Publications, Inc., in November 1983. *Gourmet* was previously owned by Gourmet, Inc.
**See Audit Report. †None claimed
This report is *not* intended to identify those magazines that exceeded or failed to meet a rate base or circulation guarantee. A review of the Audit Report will give more detailed information.

***Twenty-two of the magazines** whose Audit Bureau of Circulations (ABC) audit reports were released during the second quarter of 1985 overestimated their circulations by at least 2 percent, according to ABC officials.*

ABC compares magazine audits with publisher's statements, and lists instances where the difference is at least 2 percent either way. The reports also now list the publication's rate base, if one is claimed, and the difference between it and the total paid circulation according to the audit report.

Reasonable prices

Prompt, reliable service
Consistent, quality printing
Deadlines will be met

Cummings Printing Company is a full service, 4-color sheet fed printer, specializing in short run publications, brochures, catalogs and direct mail pieces.

For more information call 1-603-625-6901

CUMMINGS PRINTING CO.
(Trademark of Lew A. Cummings Co., Inc.)
215 Canal Street
P.O. Box 4687
Manchester, NH 03108

objective for every letter he or she writes, build in a clear action step and follow up on every letter. If the salesperson doesn't plan to follow up, he should forget about writing the letter and instead find a more productive use for the time, advised the communications expert.

Reuse good text

A system to maximize the usefulness of every letter by using it more than once is needed to help the salesperson capitalize on the time invested in writing good letters, according to Steensma. To set up an effective system, the writer should consider the following: who else needs to know about the topic, whether a particularly good paragraph in one letter could be inserted in another client's letter and whether a potential sale could be finalized with the investment of only a few more minutes.

Steensma also pointed out that the writer should make sure he has a system that will remind him to follow up on each letter that is sent out.□

Selling magazines under the golden arches

Entertainment magazine geared to teens being sold in McDonald's

Port Chester, N.Y.—McDonald's is having a "big mag" attack. To its famous menu of hamburgers and fries, add *Music & Entertainment NOW*—a new movie and music personality profile magazine that is being distributed exclusively at McDonald's restaurants.

The magazine, which targets the 13- to 22-year-old market and whose music coverage will include rock, rhythm and blues and heavy metal,

Top U.S. magazines in annual foreign newsstand sales

Penthouse again topped all other United States-based magazines in foreign single-copy sales, with annual foreign receipts of $6,551,784, according to the recently released Boart's Report of Overseas Sales of American Magazines. The study was based on a December 1984 Audit Bureau of Circulations (ABC) report. The figures quoted are now based on the average single-copy reported sales for the period, rather than the single ABC reported issue.

Playboy ranked second in this most recent report, with annual foreign receipts of $5,254,272. *Playboy*'s foreign receipts declined this time by

Rank	Total single-copy avg. 6 mos.*	% Foreign on issue reported**	Total foreign average 6 mos.†
1. *Penthouse*	3,568,517	5.1%	181,994
2. *Playboy*	1,779,900	8.2	145,952
3. *National Geographic*	81,087	98.9	80,195
4. *Playgirl*	408,701	11.9	48,635
5. *Muscle & Fitness*	375,895	12.2	45,859
6. *National Enquirer*	4,060,712	1.1	44,668
7. *Life*	562,485	7.9	44,436
8. *Gallery*	470,703	6.8	32,008
9. *Vogue*	791,737	3.9	30,878
10. *Byte*	99,170	25.6%	25,388

*Average single-copy sales for the six-month period as reported on ABC statement
**Percentage of combined single-copy foreign, U.S. possessions and military sales to total single-copy sales for issue reported
†Total single-copy average, six months, multiplied by percentage of foreign on issue reported

TWO VERY RESPONSIVE SPECIAL INTEREST LISTS FROM TIMES MIRROR

OUTDOOR LIFE BOOK CLUB
111,029 Active Members @ $55/M
9,722 Canadians @ $60/M
19,553 Former Members @ $40/M
Last 3 months Hotline Starts @ $60/M

POPULAR SCIENCE BOOK CLUB
170,235 Active Members @ $55/M
10,576 Canadians @ $60/M
36,984 1985 Former Members @ $40/M
Last 3 months Hotline Starts @ $60/M

CLM
COOLIDGE LIST MARKETING
A Division of The Coolidge Company, Inc.
25 West 43rd Street, New York, NY 10036
(212) 730-5685

will sell for $1 a copy.

While they are being distributed through McDonald's own food and paper supply distribution centers, the magazines are put out by the editorial offices of the independent Cherry Lane music publications in Port Chester, New York. The monthly premiered this past July in a 32-page four-color glossy format, with a one-half million test run. It is being tested at 600 restaurants in the New York metropolitan area (including Fairfield County and northern New Jersey), Milwaukee and Detroit.

The magazine is being displayed both on and behind the counter. McDonald's director of media relations, Robert Keyser, refused to discuss contractual arrangements between the restaurant chain and Cherry Lane.

Potential reach 15 million

Cherry Lane publisher Loren Kaiser claims circulation could reach 15 million a month if the magazine goes national. But McDonald's Keyser says such projections are "merely hypothetical" at this point: "We don't know what we'll do after the [test period is] over." Cherry Lane expected the test run to sell out within two weeks of its introduction. At deadline, sales were "brisk," Editor in Chief Steven Gett told FOLIO:. Gett expects test marketing to continue for three to six months.

Cherry Lane produces over 6,000 music book titles and over 300 titles on the entertainment side of its business, Gett says. *Music & Entertainment NOW* is its fourth magazine. Two others, *Sesame Street Music Magazine* and *Music . . . Alive!* reach an audience of one-half million junior and senior high school students.

"The idea to do this magazine was kicking around McDonald's for five years," Kaiser says. "We got involved two years ago through an intermediary."

"McDonald's has had teen support over the years and wanted to give something back. We think the magazine is well priced," adds Gett. The July issue included Tina Turner on the cover and an ad from McDonald's on page two. The chain was the sole advertiser in the first issue, "but that will change," according to Kaiser. "We'll be looking for other advertisers." Following the ad were two pages of news and then a stream of interviews with Paul Young, Sade, Julian Lennon and others. Also featured was a centerfold of Madonna—clothed.□

***Burgers and magazines:** Family-oriented McDonald's hopes to increase its share of the teen market by selling a pop music magazine ($1 with any food or drink purchase).*

$2,290,428 and *Penthouse*'s declined by $2,628,216, as compared with the last report (based on a June 1984 ABC report).

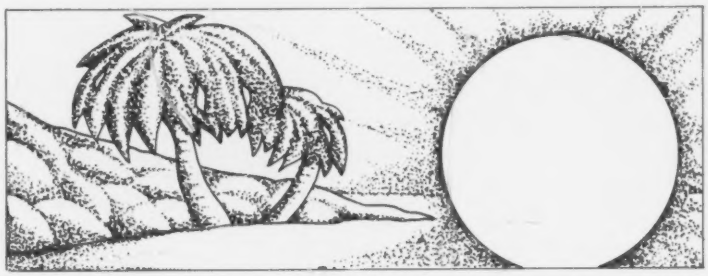
National Geographic and *Vogue* are newcomers to the top 10 in the most recent report; *Easy Riders* and *Business Week/World Wide* fell out of the top 10.

Boart's does not list foreign editions of U.S. magazines, and its figures do not include sales in Canada.

Avg. annual foreign sales in $ (at cover price)††	Cover price	Annual freq.
$6,551,784	$3.00	12
5,254,272	3.00	12
1,828,446	1.90	12
1,721,679	2.95	12
1,623,409	2.95	12
1,509,778	0.65	52
1,333,080	2.50	12
1,248,312	3.25	12
1,111,608	3.00	12
$1,066,296	$3.50	12

††Total foreign average six months multiplied by cover price and annual frequency

Source: Boarts International, Inc.



MIAMI IS NOT ONLY PALM TREES AND BEACHES!
MIAMI IS GRAPHIC PRODUCTIONS COMPANY

GRAPHIC PRODUCTIONS IS *the southeast's finest business and special interest publications printer in the 25,000 to 250,000 range.*

GRAPHIC PRODUCTIONS IS *5 and 6 unit half-webs, a 5 unit full size web (all heat-set) sheet fed, saddle binding, a complete prep department including two color scanners all under 60,000 square feet to serve you, the publisher.*

GRAPHIC PRODUCTIONS IS *committed to quality craftsmanship at unbeatable pricing for the competitive edge you've been seeking.*
It's worth your time to call or write today to get the complete picture of who we are and what we know we can do for your publication!

Come see us at the **New York Hilton**
November 19-20-21 **Booth 149**
and receive a **Free** Florida Gift

GRAPHIC PRODUCTIONS COMPANY
3250 NW 28th Street
Miami, FL 33142
(305) 635-4895

SUBSCRIPTION PREMIUMS

Some of our clients include:
McCall's
Times-Mirror
PENTHOUSE
Newsweek
OMNI
Fairchild Publishers
Parents
DOUBLEDAY
Inc.

Edison Marketing will:
- work with you to develop the most effective premium program.
- always quote you the lowest prices.
- provide professional, reliable, trouble-free service.

SUBSCRIPTION PREMIUM SPECIALISTS

EMI EDISON MARKETING, INC.
1270 Broadway
New York, N.Y. 10001
(212) 239-6677

61% of weekly publications delivered late

Publication delivery box score:
Weekly publications January–June 1985

City	On time	One day late	Later
Average	**30%**	**30%**	**31%**
Atlanta	31	38	31
Austin/San Antonio	11	29	60
Baltimore	26	31	43
Boston (Area 021)	38	30	32
Buffalo	38	34	28
Charlotte	30	24	46
Chicago	47	36	17
Cincinnati	30	34	36
Cleveland	22	31	47
Columbus, Ohio	48	29	23
Dallas	41	31	28
Denver	23	30	47
Detroit	56	32	12
Grand Rapids	78	15	7
Hartford	51	27	22
Houston (Area 770)	22	37	41
Indianapolis	57	23	20
Jacksonville/Tampa	50	29	21
Kansas City, Mo.	51	21	28
Los Angeles	46	29	25
Memphis	27	33	40
Miami	38	34	28
Milwaukee	44	34	22
Minneapolis	40	28	32
Nashville	23	30	47
New Orleans	16	16	68
New York (Area 100)	48	31	21
Philadelphia	29	36	35
Phoenix	12	31	57
Pittsburgh	33	35	32
Portland, Ore.	34	27	39
Reno	33	29	38
St. Louis	49	29	22
Salt Lake City	16	25	59
San Diego	65	22	13
San Francisco	53	22	25
Seattle	41	24	35
Tulsa	50	22	28
Washington, D.C.	46	27	27
Wichita	58	20	22

Data based on experience of 27 weekly business and consumer publications accounting for 1,500,000 copies in the mail each week and predicated on delivery as newpapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.
Source: Red Tag News Publications Association, Inc.

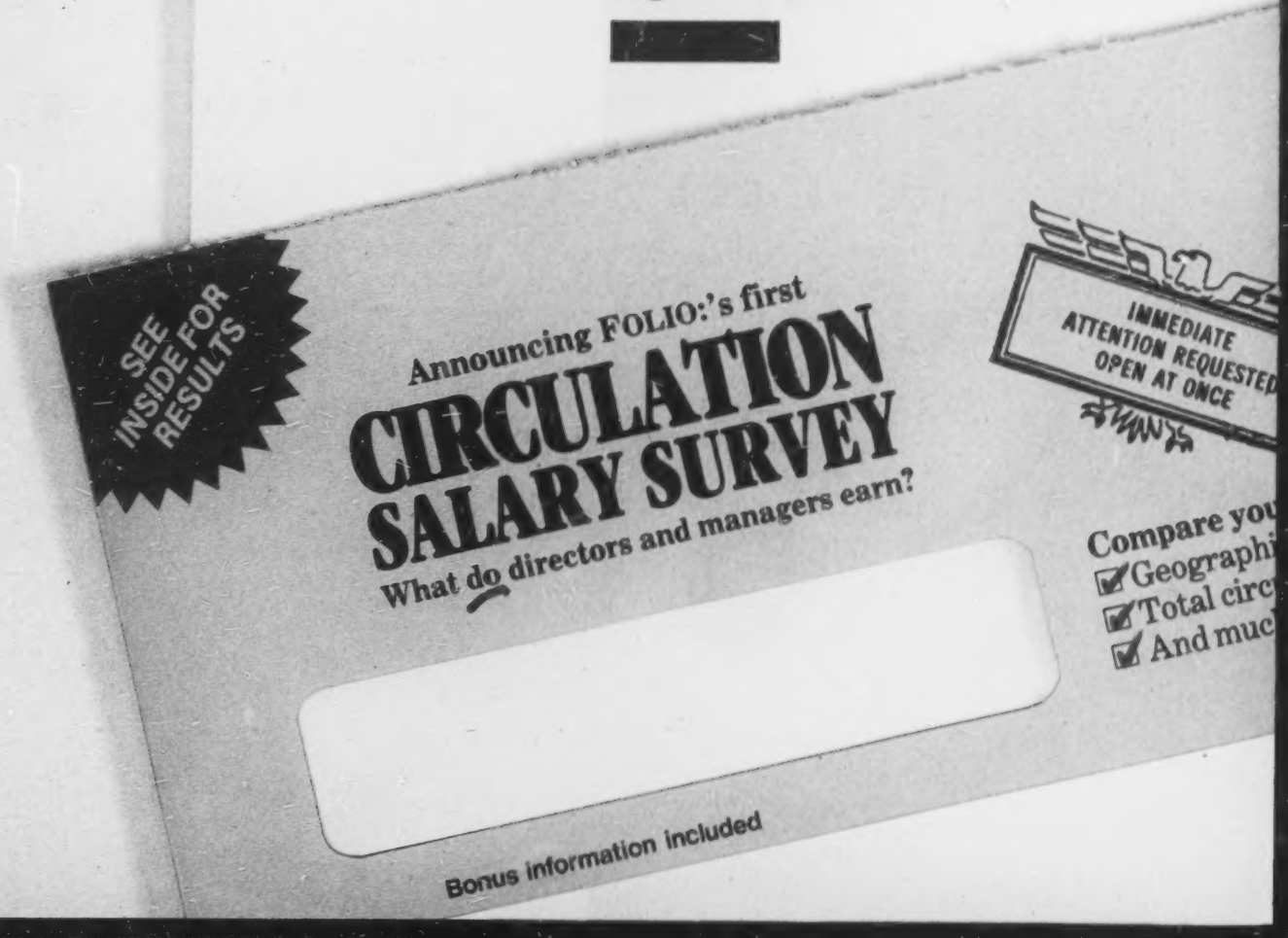
The percentage of weekly "time value" publications delivered late increased to 61 percent during the first six months of '85, from 57 percent during the last six months of '84.

While on-time delivery for the entire period ending June 30, 1985, declined, the Red Tag News Publications Association reports that service improved as the period progressed. In January, 72 percent were late; in June, 48 percent. For weeklies, on-time delivery is determined by what should be possible with available transportation, not by USPS standards. In first half '84, 49 percent were delivered late.

FOLIO:'s first circulation salary survey reveals-

Circulation director's average salary 68% higher than a manager's

The director earns an average salary of $38,226; a manager, $22,763. It helps to be male, on an audited magazine with high circulation



BY BARBARA LOVE
EDITOR
AND
JEAN ANGELO
ASSOCIATE EDITOR

This is the first comprehensive industry-wide circulation salary survey. Salaries for circulation executives on business and consumer magazines are covered by title, region, gender, years of experience, circulation size, audited and unaudited magazines, and by number of employees supervised and more.

The survey also reveals what percentage of circulation executives received deferred compensation and what bonuses the executives expect to receive in 1985.

The survey results are based on responses from 263 circulation executives. Our response rate is 37.6 percent. Here are the findings:

By title

There is a great difference in the average salary for a circulation director and a circulation manager. The circulation director earns an average salary of $38,226; the circulation manager earns 60 percent of that, or $22,763.

Business vs. consumer magazines

There is some difference in salaries, on average, for those working for business and those working for consumer magazines, but it's not a meaningful difference. The spread is greater among circulation directors ($35,527 business and $42,829 consumer) than among circulation managers ($22,706 business and $23,232 consumer).

The salary spread

There is a marked difference in salary range between the top one-third earners and the bottom one-third—with the top third earning from two to two-and-one-half times more. For circulation directors, the top third earns an average salary of $56,892, compared to $21,603 for the lowest-paid third of the respondents. For circulation managers, the spread is not quite as great: The highest-paid third earn, on average, $33,203, compared to $14,166 for the lowest third.

Salaries by regions

As shown in the other salary surveys conducted by FOLIO: and published in 1985, those working in the Northeast appear to earn the highest salaries. The $43,813 average salary for circulation directors in the Northeast is $13,830 higher a year than the average salary for circulation directors in the South Atlantic, the lowest-paying region. There are some interesting (but statistically insignificant) differences in salaries by business and consumer magazines.

By number of magazines

There appears to be a trend upward in salaries as the number of magazines the circulation director and the circulation manager are responsible for increase. For example, the average salary for a circulation director responsible for one magazine is $35,192, compared to an average salary of $38,020 for a circulation director responsible for six to 10 magazines.

By combined circulation

FOLIO: asked respondents to report the combined circulations of all the magazines they worked on. There is an indication that those circulation directors and managers who are responsible for more circulation receive a higher salary. But the findings are not significant.

Audited vs. unaudited

Here there is a significant difference. Circulation directors who work on magazines audited by ABC or BPA are paid twice as much as circulation directors working on magazines that are not audited ($40,807 vs. $20,279). There is about a 24 percent difference in salaries for circulation managers who work on audited and unaudited magazines ($25,202 vs. $19,134). It would seem that the skills required to handle audits are recognized in salaries.

By gender

The gender gap in salaries that was revealed in the production and editorial salary surveys shows up again in the circulation salary survey. Female circulation directors earn approximately 72 percent of what their male counterparts earn, on average ($32,572 vs. $45,028). Female circulation managers earn approximately 76 percent of what males in that same position earn ($20,813 vs. $27,370). These differences are statistically significant at the 95 percent confidence level.

By number of employees

There appears to be a steady increase in average salary levels among circulation directors and circulation managers as the number of employees they supervise goes up. For circulation directors, the average salary rises from $22,291 for a circulation director who has no one to supervise to $50,085 for the circulation director who supervises more than 10 people.

By years in the business

Once again there is a steady rise in salary with increased experience. This is true for circulation directors and managers. The circulation director with three years or less experience earns $30,318, as compared to the circulation director with over 25 years of experience—who earns an average of $57,590.

Deferred compensation

Fifty-eight percent of circulation directors responding to FOLIO:'s circulation salary survey report that they receive deferred compensation. This compares with 53.5 percent of the circulation managers. For both titles, business magazines seem to be more likely to give deferred compensation. Sixty-five percent of circulation directors working for business magazines re-

Data processing assistance provided by Barbara Sladek.

Photos by George Mayernik

Bulk Rate
U.S. Postage
PAID
Permit #146
Hanover, PA

salary by:
region
ation
much more

ceive deferred compensation, as compared to 43 percent of those on consumer magazines. The numbers are about the same for circulation managers.

Among circulation managers, those working with higher circulation numbers appear to be more likely to receive deferred compensation from their companies. The results are mixed for circulation directors. A circulation manager working on a consumer magazine with a circulation of one million or over is most likely to receive deferred compensation.

Bonuses

Circulation directors expect higher bonuses in 1985 than do circulation managers. The survey revealed that circulation directors expect an average of $4,641 in bonuses, as compared to $1,789 for circulation managers.

In terms of region, circulation directors in the Northeast seem to receive the highest bonuses ($7,075), followed by those in the Western region ($5,277).

There seems to be no pattern of difference in bonuses by combined circulation size. By gender, male circulation directors and managers expect to receive higher bonuses than do females in the same positions.

Responsibilities

Sixty percent of the circulation directors responding to the survey said they were responsible for both subscription circulation and single-copy sales, as opposed to the 47 percent of circulation managers who said they handled these two duties.

In general, more circulation directors than circulation managers said they were responsible for direct mail/marketing, fulfillment and list management.

Approximately 80 percent of the circulation directors surveyed said they were responsible for budgeting, compared to only 46 percent of the circulation managers.

Using the numbers

It is important to use the numbers in this survey cautiously. In many instances, there were not enough respondents in cells to reach conclusions. For this reason, FOLIO: is publishing the number of respondents in each cell (these numbers are shown in parentheses).

Also, it should be noted that the data here have been presented in the form of simple totals (only one variable was studied at a time). The interaction that may exist between the totals has not been examined. For example, regarding salaries by region, it appears that circulation directors working in the Northeast are paid higher salaries. But were there more males in the Northeast? Were there more audited magazines in the Northeast? Were there more people responsible for higher circulations or more employees? This survey does not show interaction with more than one variable.

Neither does this survey consider all the varying responsibilities of circulation executives. It covers several (total circulation, audited vs. unaudited etc.), but it does not cover whether or not respondents are responsible for single-copy sales, marketing, reader service, databases, trade show arrangements, supply ordering and other duties that add considerably to everyday managing, planning and recordkeeping.

The request for incentives

Several respondents commented on a desire to have bonuses as an incentive. Typical comments:

"Industry standards should be changed to allow for monetary remuneration based on increased sales."

"It's important to have an incentive factor in compensation. It improves performance and morale."

"I wouldn't mind having some incentive package included in overall performance. This is a sales position as much as a management position."

More than money

Once again, executives surveyed indicated that factors other than money are important to them. Typical comments:

"Employer includes compensation for continuing education."

"My total life insurance and health insurance for myself and my family are paid by the company."

"Our publication is put out by a cooperative. Pay is equally low for editor and typesetter. My salary includes a child care allowance, which is paid to all staff with dependents."

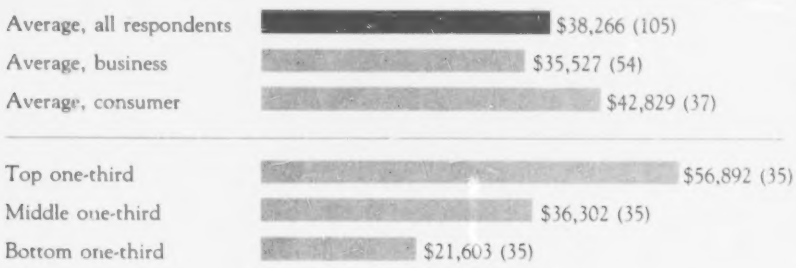
"Salary inadequate for the responsibility required, but flexible work hours help mitigate otherwise frustrating circumstances."□

The regions have been divided as follows:

Western	Southcentral	South Atlantic	Northcentral	Northeast
Alaska	Alabama	Delaware	Illinois	Connecticut
Idaho	Arkansas	Florida	Nebraska	Maine
Utah	Kentucky	Georgia	Indiana	Massachusetts
Arizona	Mississippi	Maryland	North Dakota	New Hampshire
Montana	Oklahoma	North Carolina	Iowa	New Jersey
Washington	Tennessee	South Carolina	Ohio	New York
California	Texas	Virginia	Kansas	Pennsylvania
Nevada		Washington, D.C.	South Dakota	Rhode Island
Wyoming		West Virginia	Michigan	Vermont
Colorado			Wisconsin	
New Mexico			Minnesota	
Hawaii			Missouri	
Oregon				

Circulation director

Average salaries (The number of respondents is in parentheses.)



	Average all respondents	Average business	Average consumer
By region:			
Northeast	$43,813 (40)	$44,973 (17)	$44,732 (18)
South Atlantic	29,983 (6)	28,980 (5)	35,000 (1)
Northcentral	36,696 (30)	35,576 (18)	42,071 (7)
Southcentral	30,625 (8)	18,333 (3)	37,250 (4)
Western	35,221 (21)	28,513 (11)	43,000 (7)
By no. of magazines for which respondent is responsible:			
One	$35,192 (33)	$22,986 (11)	$40,642 (21)
Two	39,025 (21)	40,025 (10)	37,268 (7)
3-5	40,889 (30)	37,184 (20)	58,333 (6)
6-10	38,020 (20)	39,308 (2)	40,100 (3)
By combined circulation of these magazines:			
To 49,999	$22,237 (22)	$23,670 (16)	$18,416 (6)
50,000-99,999	28,871 (14)	30,725 (8)	27,200 (5)
100,000-499,999	42,710 (41)	41,672 (20)	48,277 (14)
500,000-999,999	43,675 (12)	45,000 (5)	44,750 (2)
1 million and over	54,985 (13)	50,500 (2)	57,280 (10)
By circulation type:			
Paid	$40,698 (54)	$33,908 (16)	$42,917 (34)
Nonpaid	35,166 (18)	35,117 (17)	— (0)
Combination	35,977 (33)	37,092 (21)	41,833 (3)
By audit:			
ABC/BPA	$40,807 (92)	$37,327 (49)	$48,637 (29)
Not audited	20,279 (13)	17,890 (5)	21,772 (8)
By sex:			
Female	$32,572 (57)	$31,436 (31)	$34,184 (21)
Male	45,028 (48)	41,041 (23)	54,175 (16)
By number of employees under respondent's supervision:			
None	$22,291 (6)	$17,316 (3)	$27,266 (3)
One	25,633 (15)	21,716 (6)	30,166 (6)
2-5	35,704 (50)	33,570 (26)	37,819 (20)
6-10	50,914 (14)	45,100 (7)	65,125 (4)
Over 10	50,085 (20)	45,642 (12)	76,250 (4)
By years in the business:			
Up to 3 years	$30,318 (22)	$27,773 (11)	$28,642 (7)
4-10	36,424 (45)	30,926 (19)	42,365 (21)
11-15	36,961 (13)	34,916 (6)	38,333 (3)
16-25	43,698 (15)	45,415 (12)	37,250 (2)
Over 25	57,590 (10)	45,150 (6)	76,250 (4)

"It might be interesting to ask a question like, 'What portion of your time is devoted to noncirculation duties such as promotion, trade show arrangements and display, supply ordering, etc. . . ?' I find that these demands take a good deal of time away from circulation concerns."

Circulation manager in the West with three years of experience, earning $18,000.

"My salary is inadequate for the responsibility required, but flexible work hours help to mitigate otherwise frustrating circumstances."

Circulation manager in the Northeast with five years of experience, earning $36,000.

Circulation manager

"I feel that this job is worth much more. It is very detail oriented and requires a lot of time and public contact."

Circulation manager in the Midwest, with less than one year of experience, earning $15,000.

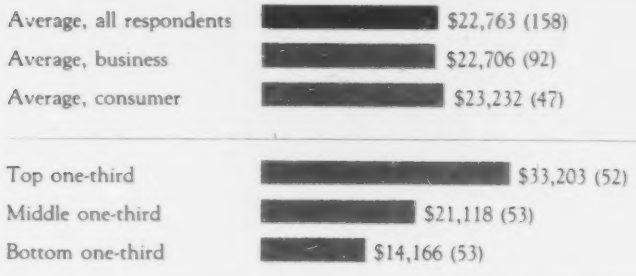
"I'm probably underpaid as compared to the national average of circulation managers, but I'm happy with my salary and job. I feel that I'm well above most working women as far as income goes."

Circulation manager in a South Atlantic state with four years of experience, earning $19,600.

"Compared to editorial staff, circulation personnel are at the bottom rung of the compensation ladder. It's a lot of work, for little money."

Circulation director in the Midwest with four years of experience, earning a salary in the low twenties.

Average salaries (The number of respondents is in parentheses.)



	Average all respondents	Average business	Average consumer
By region:			
Northeast	$25,361 (58)	$23,661 (40)	$29,255 (14)
South Atlantic	17,500 (18)	19,028 (7)	17,367 (9)
Northcentral	23,232 (36)	24,869 (22)	21,473 (10)
Southcentral	19,798 (18)	17,633 (9)	23,260 (5)
Western	21,721 (27)	20,921 (13)	21,666 (9)
By no. of magazines for which respondent is responsible:			
One	$20,421 (81)	$20,198 (42)	$21,755 (31)
Two	23,565 (35)	21,836 (20)	27,511 (9)
3-5	26,570 (17)	24,650 (12)	27,466 (3)
6-10	26,644 (25)	28,227 (18)	21,875 (4)
By combined circulation of these magazines:			
To 49,999	$17,939 (78)	$18,672 (56)	$17,157 (14)
50,000-99,999	23,119 (20)	24,512 (12)	22,795 (6)
100,000-499,999	26,841 (44)	30,692 (19)	21,290 (17)
500,000-999,999	31,333 (9)	34,500 (4)	28,800 (5)
1 million and over	38,857 (7)	28,000 (1)	41,800 (5)
By circulation type:			
Paid	$23,959 (69)	$25,776 (22)	$23,967 (37)
Nonpaid	23,820 (34)	24,942 (28)	18,375 (4)
Combination	20,474 (54)	19,402 (41)	21,933 (6)
By audit:			
ABC/BPA	$25,202 (100)	$24,726 (63)	$26,638 (26)
Not audited	19,134 (49)	18,665 (24)	20,034 (18)
By sex:			
Female	$20,813 (111)	$20,567 (67)	$20,682 (27)
Male	27,370 (47)	28,438 (25)	26,673 (20)
By number of employees under respondent's supervision:			
None	$18,190 (53)	$18,077 (30)	$19,552 (17)
One	18,997 (37)	19,519 (19)	19,422 (12)
2-5	26,157 (47)	24,445 (27)	27,696 (15)
6-10	33,605 (9)	30,306 (8)	60,000 (1)
Over 10	32,664 (11)	34,162 (8)	25,500 (2)
By years in the business:			
Up to 3 years	$17,689 (58)	$16,890 (31)	$19,974 (20)
4-10	23,631 (65)	23,774 (38)	23,009 (19)
11-15	26,850 (14)	26,950 (10)	13,900 (1)
16-25	28,279 (15)	27,985 (10)	28,867 (5)
Over 25	39,096 (6)	37,526 (3)	48,500 (2)

Percentage whose companies offer deferred compensation

(The number of respondents is in parentheses.)	Circulation director	Circulation manager
Total respondents	(105) 58.1%	(155) 53.5%
Business magazine respondents	(54) 64.8%	(90) 61.1%
Consumer magazine respondents	(37) 43.2%	(47) 42.6%
Respondents by circulation:		
To 49,999	(22) 27.3%	(76) 42.1%
50,000-99,999	(14) 57.1%	(19) 47.4%
100,000-499,999	(41) 65.9%	(44) 65.9%
500,000-999,999	(12) 83.3%	(9) 77.8%
1 million and over	(13) 61.5%	(7) 85.7%

Average anticipated bonuses

(The number of respondents who expect to receive a bonus is in parentheses.)	Circulation director	Circulation manager
Average, all respondents:	**$4,641 (48)**	**$1,789 (65)**
By region:		
Northeast	$7,075 (16)	$2,241 (23)
South Atlantic	2,000 (1)	1,135 (10)
Northcentral	2,888 (18)	2,008 (19)
Southcentral	2,025 (4)	900 (3)
Western	5,277 (9)	1,116 (9)
By combined circulation:		
To 49,999	$1,242 (7)	$1,352 (33)
50,000-99,999	3,333 (6)	1,777 (9)
100,000-499,999	5,578 (19)	2,104 (17)
500,000-999,999	3,886 (8)	2,833 (3)
1 million and over	7,643 (7)	3,800 (3)
By sex:		
Female	$3,342 (19)	$1,225 (42)
Male	5,492 (29)	2,820 (23)

Responsibilities by job title

	Circulation director	Circulation manager
Total respondents	105	151
Responsibilities:		
Subscription circulation	38.1%	52.3%
Single-copy sales	1.9	0.7
Both sub. circ. and single-copy sales	60.0	47.0
Total respondents	104	150
Direct mail/marketing	87.5%	66.0%
Fulfillment	87.5	76.7
List management	77.9	68.0
Budgeting	80.8	46.0

"It's important to have an incentive factor in compensation. It improves performance and morale."

Circulation manager in the Northeast with six years of experience, earning $30,000.

"Industry standards should be changed to allow for monetary remuneration based on increased sales, i.e., incentives as in other industries."

Circulation director in the Northeast working on 12 magazines with a combined circulation of 1.2 million, earning $37,000.